

Message Text

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PAGE 01 ZURICH 00215 041412Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 NEA-10 /030 W
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P R 041020Z MAY 77
FM AMCONSUL ZURICH
TO USDOC WASHDC PRIORITY
INFO AMEMBASSY BERN 1229
AMEMBASSY ABU DHABI
SECSTATE WASHDC 2505

UNCLAS ZURICH 0215

USDOC PLEASE PASS BIC PROJECT OFFICER PETER B. ALOIS
ROOM 2322

EO11652: N/A
TAGS: BEXP BTRA SZ TC
SUBJ: FOREIGN BUYER PROGRAM: EXPORT OPPORTUNITY TO UNITED
ARAB EMIRATES BY ERNST HEUSSER

REF: USDOC 7763

1. WE PASSED TO HEUSSER THE SUBSTANCE OF USDOC 7763
AND URGED HIM TO DISCUSS THE PURCHASE OF U.S.
LUMBER WITH THE WEYERHAEUSER REPRESENTATIVE IN
ROME, WILLIAM MUELLER.

2. HEUSSER LATER INFORMED US THAT, AS RESULT OF HIS
DISCUSSION WITH MUELLER, HE NOW BELIEVES THAT
U.S. LUMBER IS PRICE-COMPETITIVE WITH THAT OF
FINNISH SUPPLIERS. MUELLER SEEMS TO HAVE
PERSUADED HEUSSER THAT THE QUALITY OF LUMBER
NEEDED FOR CONCRETE FORMS AND SCAFFOLDS IS CALLED
BY THE U.S. LUMBER INDUSTRY "U.G." (UTILITY
GRADE), WHICH IS APPARENTLY A LESS EXPENSIVE
GRADE THAN THAT CALLED FOR IN ZURICH'S 183.
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3. HEUSSER SAID THAT THE MAJOR OBSTACLE TO CONCLUSION
OF A BUSINESS DEAL WITH U.S. SUPPLIERS NOW
INVOLVES TRANSPORTATION ARRANGEMENTS.
HEUSSER FEELS SHIPMENT OF U.S. LUMBER TO DUBAI
SHOULD COST LESS THAN 40 DOLLARS A CUBIC METER, IF
AMERICAN SUPPLIERS ARE TO BE PRICE-COMPETITIVE

WITH FINNISH SUPPLIERS. WE UNDERSTAND WEYERHAEUSER IS NOW LOOKING INTO THE TRANSPORTATION ARRANGEMENTS.

4. USDOC 7763 RAISED SOME QUESTION ABOUT HEUSSER'S FAMILIARITY WITH THE U.S. LUMBER INDUSTRY. HEUSSER HAS ADMITTED TO BEING UNFAMILIAR WITH THE U.S. LUMBER INDUSTRY BUT STRESSED HIS LONG EXPERIENCE IN THE TRADE IN KENYA, TANZANIA, AND MOZAMBIQUE. THE CONGEN IS UNFORTUNATELY UNABLE TO JUDGE HEUSSER'S CAPABILITIES AS A BUYER OF LUMBER. OF EVEN GREATER CONCERN TO US IS HEUSSER'S RATHER VAGUE RELATIONSHIP TO THE AL HAREB CO. WE SOUGHT TO CLARIFY THIS IN OUR DISCUSSIONS WITH HIM, AND HEUSSER HAS TOLD US THAT HE IS WORKING ON A COMMISSION BASIS FOR AL HAREB AND EVENTUALLY EXPECTS TO OBTAIN A POWER OF ATTORNEY TO NEGOTIATE ON THE UAE FIRM'S BEHALF. HEUSSER ADDED THAT HE WILL BE ACCOMPANIED BY AN AL HAREB GENERAL MANAGER WHEN HE TRAVELS TO FINLAND THIS WEEK. AL HAREB'S GENERAL MANAGER WOULD PRESUMABLY ALSO ACCOMPANY HEUSSER, IF AND WHEN HE TRAVELS TO THE U.S.

5. ACTION REQUESTED OF AMEMBASSY ABU DHABI: COULD YOU INQUIRE AT AL HAREB INTO HEUSSER'S RELATIONSHIP WITH THAT FIRM. IT MAY ALSO BE HELPFUL TO HAVE AL HAREB'S VIEW OF HEUSSER'S UNCLASSIFIED

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EFFORTS TO PURCHASE FOR THE FIRM 5,000 CUBIC METERS MONTHLY OF U.S. LUMBER.

6. ACTION REQUESTED OF USDOC: HEUSSER TELLS US HE HAS NO OBJECTION TO U.S. FIRMS CONTACTING THE AL HAREB CO. DIRECTLY IN THE UAE. WE BELIEVE U.S. FIRMS SHOULD BE ENCOURAGED TO DO SO. SUCH DIRECT CONTACT MIGHT REVEAL ADDITIONAL ASPECTS TO THIS SALE, AS WELL AS SHED SOME LIGHT ON HEUSSER'S STANDING WITH THE AL HAREB CO. NELSON

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